

## INFLUENCE OF SOCIAL MEDIA ADVERTISING ON THE PURCHASE OF SACHET GARRI BY RESIDENTS OF RIVERS STATE

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### ABSTRACT

*The study investigated influence of social media advertising on purchase of sachet garri by residents of Rivers State. The objectives of the study were to: identify the dominant social media platforms used for advertising satchel garri; out the level awareness of satchel garri advertised on social media by Rivers State residents and determine the purchase appeal of social media advertised satchel garri among Rivers State residents. The study was anchored on diffusion of Innovation as well as Technological determinism theories, It adopted survey resign with a total population of 7,476.800 using Yaro Yamane sample sue determination table to arrive at 400. The study employed multi-stage sampling techniques and used questionnaire as the instrument of data collection. The results of the study showed that Facebook. Twitter. YouTuhe and WhatsApp were the dominant social media used in the advertising satchel garri: level of awareness of satchel garri advertised on social media among Rivers State residents is very high and drama, dance and songs used during the advertisement of satchel garri contribute to what appeal the consumer to purchase satchel garri. The study recommended that: Rivers State residents should continue to increase exposure to social media advertising of satchel garri and Rivers.*

### INTRODUCTION

Advertising plays a pivotal role in shaping and promoting a brand, product, service or cause. Little wonder organisations and companies spend huge amounts of money in organising advertising and promotional campaigns for their products and or services. According to Armah and Attafuah (2020), an advertisement is a type of public promotion that is paid for and distributed by promoters through a variety of traditional media, including newspapers, magazines, TV, radio, open-air advertising, e-mails, and modern media like websites, blogs, and text messages (Leiss et al, 1986, p.220).

Sachet garri brands are an example of businesses that have taken advantage of the wide and organic reach of social media advertising. Meanwhile, garri is the creamy granular flour obtained by processing the starchy tuberous roots which is freshly harvested. Garri is popular amongst all ethnic groups in Nigeria. Coming in variations of yellow and white, garri can be eaten in so many forms. It can be soaked in cold water and sipped for a light meal, or can be made into dough by adding hot water. As a matter of fact, almost every ethnic group in Nigeria has different ways of eating garri, which accounts for its popularity. Traditionally, garri is displayed for sale in bowls and bags without any formal form of packaging or sealing, and measured in cups and bowl. As a result of this, many consumers of garri have raised the hygienic of displaying garri in bowl in an environment or market where suit and other environmental diseases are common. However, some distributors and companies have modernised the packaging of garri in sealed sachets, making it more hygienic. Golden Penny company has come up with Golden Penny garri. There is also Koko garri and Ogoni garri, amongst others. These companies have harnessed the power of social media to advertise their innovation in the garri business vis- a - vis channels like Facebook, YouTube, Instagram, and Twitter. Nonetheless, customers, who make up the media's audience, determine how successful each product advertising is.

Despite the power and continuous adoption of social media advertising in Nigeria, the level of patronage of satchel garri is low. Not only that Rivers State residents level of awareness of satchel

garri seem to be low. There appears to be a dearth of scholarship on the use of social media platform as marketing strategy or tool (Olukolajo, Ojo & Akinwamide 2015). Therefore, this study deems it worthwhile to analyze the influence of social media advertising on the purchase of sachet garri by residents of Rivers State.

### **Statement of the Problem**

Economic and information crises threaten any civilization without productive and efficient customers who drive demand for products and services. There has been a notable global paradigm change in the way that media communication and advertising are done since the advent of social media platforms like Facebook, Twitter, Instagram, Telegram, WhatsApp, YouTube etc. Manufacturers and producers have formulated ways by which their products like sachet garri and services are presented for the sake of attracting the attention of target consumers as well as build brand preference and gain high patronage. Social media advertising is proven the right oracle for attention driven of products especial staple foods like rice, beans, corn, yam, garri etc. Social media uses ads displays, music, drama, dances and texts to provide and convince clients of the opportunity to engage, choose, buy, and have things delivered at the lowest possible cost to their comfortable location. Over the years the garri has been displayed and sold in bowl even an over market or environment. Consumers and customers of garri had complained of this following the hygiene situation in our markets or environments. Due to this concerns, companies and producers have come up seals for packaging garri. This makes it effective, portable, reliable to advertise and deliver through the social media. In spite of the packaging of and advertisements garri on social media, customers of sachet garri in Rivers State appear not to be exposed to the social media advertising of sachet garri. Where they are exposed, some seem not be interested with the sachet garri due to brand loyalty to Etche, Ogoni and Ikweeri garri. Even though, this garri has not been advertised but gained has high patronage over the years.

Advertisers have continued to advertise sachet garri on social media despite this trends. There seem to be scanty studies on social media advertising of sachet products especially sachet garri. Scholars have not interrogated the dominant social media used in advertising and purchasing sachet garri. Where they are advertised, the level of awareness and perception of Rivers State residents on social media advertised sachet garri have not been ascertained. It is on this basis the study seeks to fill the gap in literature on the influence of social media advertising on purchase of sachet garri by residents of Rivers State.

### **Objectives of the Study**

The following objectives guide the study:

1. identify the dominant social media platforms used for advertising sachet garri;
2. find out the level awareness of sachet garri advertised on social media by Rivers State residents
3. determine the purchase appeal of social media advertised sachet garri among Rivers State residents;

### **Research Questions**

1. What are the dominant social media platforms used for advertising sachet garri?
2. What is the level of awareness of sachet garri advertised on social media by Rivers State residents?
3. What is the purchase appeal of social media advertised sachet garri among Rivers State residents?

## **Review of Related Literature**

### **Advertising**

These are the advertisement messages that use traditional media to inform the consumers about a new or of a product. This is usually done using songs, dance, and shouting. These strategies are employed by traditional street hawkers to persuade consumers to buy products. Olantunji (2018, p. 57) calls it traditional advertising which took the form of hawking, word-of-the mouth and engaging children for dance drama. It regards the town crier as the traditional 'broadcaster', 'spot announcer', news reporter, correspondence, news agent, messengers and spokesperson. This method of traditional of communication were used to advertise events, festival and provide all manner of information (Ukaegbu, 2019, p.63).

Okon (2006) and Ukaegbu (2019) believe in functions of advertising but disagree with the classification according Lesle (2006) and Omego et al (2013). Okon (2006) and Ukaegbu (2019) identify the promotion of economic and social function as the major function of advertising. Advertising has over time changed in modern time and practice in line with the economic and environmental changed (Ukaegbu, 2019). Advertising helps businesses compete successfully by informing customers about their options (Okon, 2006). Hasan, (2016) identifies marking, social role, improve sales, provision satisfaction, sells lifestyle, provision of employment, revenue for media and influence on public opinion as the functions of advertising. Advertising in Nigeria has no doubt experienced boom and consist growth beginning from the period town criers were used as means of announcing the available products, ideas and services to customers, industries, traders and organizations. They however experience certain problems: Government policies and regulation, Poor quality human resources. low level of technology, corruption and lack of research.

### **Social Media**

Social media is a euphemism for a streamlined means of communication amongst social actors. considering that media implies communication, using social media can be viewed as sites rather than specific channels, which allows users to develop and share information to participants of the same social network or circle. People exchange knowledge in various format like speech, text, picture, video, etc., and they interact with other people's information shared by them. (Olotewo 2016).

Although there is potential for a wide definition of social media, the majority of academics and professionals who use the word usually refer to a specific set of online services, such blogs, social networking sites, and microblogging, that have emerged during the last three decades. It's common to refer to the development of these technologies and their specific applications as 'Web 2.0,' which describes a class of web-based applications that allowed users to post content that was accessible from a variety of devices and encouraged writing and participation (Beer & Burrows, 2007). Such social media include Facebook, Instagram, WhatsApp, Twitter, Telegram among others.

### **Social Media Advertising**

Social media advertising has been interrogated by many scholars from different perspectives, theoretical frameworks, and methodologies. An understanding and review of these studies by different scholars is important for a better understanding of the research at hand. Social media advertising is a relatively new and quickly growing way for businesses to quickly establish a connection with their target markets. One term describes the practise of using social media platforms to promote a company and its products: social media advertising. Social media have evolved from their initial idea of enabling socialising and sharing content with others to presenting interactive outlets for businesses and consumers alike, according to Madlberger & Kraemmer (2019) (p.100). Therefore, the practise of using sponsored advertisements on social networking sites (SNS)

like Facebook, Twitter, YouTube, blogs, and other material is known as social media advertising (The Social Media Advertising

### **Garri**

To better understand the discourse of the effect of television advertisement on sachet garri and its effects on consumer behaviour, it is important to review literature written on the staple food garri. This is to gain the perspective of various scholars on the subject matter of garri. First, the questions, what is garri, and how is garri made, manufactured or processed? Needs to be answered from the lenses of various scholars. First it is safe to say that garri is one of the most popular foods in west Africa, and indeed Nigeria. Garri is Made from cassava roots which has the botanical name of *Manihot esculenta*. The traditional process of processing garri, according to Olasore, Rauf & Alao (2013) is made from cassava by grating, peeling, and washing the harvested root. The root is then put into a bag, compressed to remove any remaining water, and allowed to ferment for two to four days. After fermenting, the pulp is taken out, sieved, and cooked in a broad, shallow metal pan until it dries thoroughly. Garri can be made white or yellow by adding palm oil to it during the fermentation process, to get the yellow type of garri, or just leaving it white, to get the white type of garri. Many researchers have looked into garri from agricultural points of view, food security points of view, marketing points of view, amongst several other perspectives.

### **Empirical Review**

Akpan and Epepe (2019) studied how small company owners in a few Nigerian cities used and were aware of internet advertising platforms. The purpose of the study was to determine Nigerian small company owners' and managers' knowledge of internet advertising. With a population of 2,809 businesses registered on V-connect in the states of Delta, Lagos, Taraba, and Anambra, the study used a survey research design. It used a sample size of 281, and the method of data collection was a questionnaire. According to the report, small businesses have a relatively poor knowledge of internet advertising. Okpanachi, Ezeji & Asemah (2017) examined the factors that influence brand loyalty in Jos, Nigerian citizens. This is a result of the manufacturers' ability to grab customers' attention and win their loyalty using certain strategies. Since both studies deal with advertising in Nigeria, they are connected to each other. Nyekwere, Okoro and Azubuike (2014) looked at A study of Facebook and Twitter to assess the use of social media as advertising vehicles in Nigeria. According to the report, firms mostly utilise Facebook and Twitter to broadcast news about their goods and purposes.

In another development, Chukwu and Uzoma (2014) examined how social media platforms affected Enugu, Nigeria's customer spending. An analysis of Konga and Jumia Limited. According to the report, there is a big disparity between how customers see online merchants as a whole and how they view them individually. Again, Anyanwu, Abiodun and Ilma (2018) examined the impact of internet advertising on e-shopping preferences in Lagos, Nigeria: a Jumia research. The survey indicated that there is a considerable percentage of the respondents exposed to online ads of companies on online retailers. Since the research deals with internet product promotion in Nigeria, it is connected to the current study.

Akharefo, D. & Ajala, M. (2017) investigated the impact of marketing tactics on the consumption of Dangote and Indomie noodles.. The research found that in the study region, Indomie promoting techniques outperform Dangote noodles. The research also demonstrates how, when used properly, different promotional techniques often affect the desired reaction from customers. Akagwu and Nehemiah (2017) examined the impact of online Konga and Jumia customer buying behaviour marketing on Nigerians living in Kogi state. Many people, particularly in the teenage generation, are aware of internet marketing, according to the survey. It also showed that individuals purchase online mostly for convenience and time savings.

Ajaero, Uzodinma, Nwachukwu and Odikpo (2017) investigated how online display advertising affected students' product purchases at a few institutions in the state of Enugu. The research discovered that students are aware of online advertisements and that this knowledge leads to a significant quantity of product purchase. Awolabi (2011) investigated how consumers felt about online purchases and advertising (a case study of MTN, Nigeria). The research discovered a strong correlation between precise information on customer behaviour in e-commerce and complete knowledge (entry and exist) about market conditions pertaining to internet facilities. It also showed how expensive it is to provide scientific knowledge via online advertisements, and how this influences consumer behaviour, particularly in areas where there are a higher concentration of illiterate residents. The study's emphasis on product promotion online in Nigeria makes it relevant to the current investigation.

However, Nwakwu, Nwankwo and Nwafor (2017) examined the awareness and usage of online advertising goods among South-East Nigerian social media users. The study demonstrated that social media use in South-East Nigeria influences both advertising and product and service patronage, and that consumers' actual use of the promoted goods and services is not substantially correlated with their degree of online advertising awareness. Nyaruda (2016) examined the attitudes, perceptions, and purchasing patterns of Nairobi, Kenyan consumers about the purchase of imported vs locally produced clothing. discovered that consumers see clothes made locally and clothing made abroad as about equal. There was a correlation between customer ethnocentrism and perceptions of imported and locally manufactured clothing.

Okolo, Okafor, Obikeze and Nduka (2018) examined how customer brand awareness and financial institution patronage in Enugu are affected by internet advertising: a study of United Bank for Africa (UBA). And it was discovered that internet advertising had a significant impact on consumers' brand recognition of UBA goods. It also showed that there is no discernible impact of internet advertising on the purpose conduct of consumers. In another study, Akwasi (2014) examined, using a sample size of 100, the impact of advertising on consumer purchasing behaviour in relation to the demand for cosmetics items in Bangalore, India. The study's conclusions showed that while advertising had a considerable impact on consumers' expenditures for cosmetics, income or available pocket money had a greater influence on the decision to buy cosmetics, and other factors such as product price, brand, and recommendations from others played a significant role.

Duncombe and Heeks (2005) also looked at poverty reduction, micro, small, and medium-sized enterprises (MSMES), and information and communication technologies (ICTs). a conceptual framework for ICT use for MSMES in underdeveloped nations The research discovered that small and medium-sized enterprises (MSMES) in developing nations, particularly Nigeria, benefit from awareness campaigns on e-commerce and e-business assistance packages.

Adeolu, Taiwo and Matthew (2005) conducted research on how advertising affects consumers' choice of brands. According to Adeolu et al.'s study, advertising had an impact on consumers' brand preferences. The findings indicated that consumers preferred Bournvita above the other brands in the food and drink experiments, and that the appealing TV ads were a crucial factor in this choice. Similarly, Oluba (2005) carried out a research to see how advertising affected the way several supermarkets in the city of Enugu were run.. The results showed that although advertising might pique consumers' curiosity and desire, it cannot compel them to make an unwelcome purchase.

Furthermore, Joseph (1982) We out a research on the efficacy of frequency-based magazine advertising in the markets of Missouri and the US city of Milwaukee. More frequency of advertising was proven to have a stronger advertising impact. The theory that at least three exposures are necessary to significantly affect consumers was refuted, however. In contrast to this presumption, the results demonstrated that, after the first "opportunity to see" advertisement, reported levels of attitude measures such as brand awareness, favourable brand evaluation, and readiness to purchase dramatically increased.

Also, Ibrahim (2008) investigated how Traraba State's customers of alcoholic goods were impacted by television advertising. It was discovered that consumers' decisions about the consumption of the items under investigation were significantly impacted by television advertising. Ibrahim advised marketers to constantly raise consumer awareness of their goods in order to increase sales.

### **Theoretical Framework**

#### **Diffusion of Innovation Theory**

Every research work must be based on a theory. It is the theory that will be used to explain the phenomenon being studied. A theory, according to Agu (2008), is only an effort to combine and synthesise empirical facts in order to maximise clarity and unity (p.9). Innovation is the lifeblood of progress, propelling societies, businesses, and individuals forward. But how do innovations spread, gain acceptance, and ultimately transform our world? The answer lies in the Diffusion of Innovation Theory, a theory propounded by Everett M. Rogers in 1962. This theory has since become a cornerstone of understanding how new ideas, products, and technologies permeate societies.

According to Everett Rogers' 1962 Diffusion of Innovation Theory, the acceptance of an innovation follows a bell-shaped curve, with certain individuals being the first to adopt the innovation (innovators), followed by a larger group of early adopters, and finally a majority of the population (late adopters) (Rogers (1962). The Diffusion of Innovation Theory remains a powerful tool for understanding how innovations permeate societies and markets.

#### **Technological Determinism**

Thorstein Veblen was the one who first used the phrase technological determinism. The idea of conspicuous spending and conspicuous leisure was first proposed by American economist and sociologist Thorstein Veblen (Finley 2021, p. 2). Nonetheless, Marshal McLuhan developed the notion of Media Ecology, often known as Technological Determinism, in 1964 (Jan et al 2020). According to Jan et al., McLuhan said, We shape our tools, and they in turn shape us, in order for us to fit into the discourse (p. 134).

According to the theory, technology is the primary driver of society's transformation because it shape how society functions and, as a result influences how people think, feel and behave as we move from one technology age to another (Da-Costa, Ganaa and Apeakoran 2021). Feng (2022) points out that technological determinism has two arguments *to wit*: (1) technology is both an autonomous force and an independent factor, and (2) technical advancement leads to societal transformation (p.1392). Technological determinism argues that technology such as social media influences the society, and human behaviour. Therefore, society has to bend to emerging technology. For instance, the emergence of social media has occasioned a paradigm shift in the way we receive news, information, and even advertising. Society no longer depends on traditional media to get information or view ads. Likewise, advertisers are adjusting their advertising campaigns to accommodate and include social media.

Based on the aforementioned explanation of how technologies are increasingly determining patterns and lifestyles in society, the theory applies to this study because social media is one of the latest technological innovations that are here to stay and have altered societal norms. Nowadays, advertising is done using new media instead of conventional media (social media). Accordingly, this theory clarifies the presence of new technologies and the degree to which they—in this example, social media—have altered societal norms in opposition to conventional media's practise of advertising. And this greatly contributes to understanding the influence of social media advertising on the consumption of sachet garri in Rivers State.

## METHODOLOGY

The study adopted survey research design. The justification for the use of survey was borne out of the need to elicit responses from Rivers State residents who are aware of social media advertising of satchet garri. The population of the study consisted of all the Rivers State residents. National Population Census projected the population of Rivers State at 7,476,800. The population was projected from the 3, 187,841 population of Rivers State on 2006 National Population Census at the rate 3.2 (<http://www.citypopulation.de>). Therefore, the population of the study is 7,476,800. The sample size for the study is 400. The derived using the Taro Yamane (1967) formula for determining sample size. As a result, 400 respondents were selected at random from the population of Rivers State. Using the study population as a reference, the researcher calculated the appropriate sample size. The 7, 376, 800 native residents of Rivers State make up the study's actual population. Taro Yamane's sampling approach is used to statistically calculate the sample size.

$$\text{Formula: } n = \frac{N}{1+N(e)^2}$$

The sampling technique used in the study is multi-stage sampling technique. This was necessary because of the large number of the population. Wimmer and Diminick (2011, p.99) agree that cluster sampling allows for the division of the state into districts, the nation, or zip code areas, and the selection of groups of individuals from each region.

The study employed the use of questionnaire as the measuring instrument of the study. It has well-structured items which was administered directly in areas of survey purposely to target Rivers State residents. The Weighted Mean Score was used to analysed the data using the modified 4 points likert scale of Strongly Agree (SA) = 4, Agree (A) =3, Disagree (D) =2 and Strongly Disagree (SD) =1. To arrive at the decision of respondents on each of this questionnaire item, the decision rule adopted is taken as:  $4 + 3 + 2 + 1 = 10/4 = 2.5$ . This implies that responses on any questionnaire item ranging from 2.5 above would be accepted and less than 2.5 is rejected.

## DATA PRESENTATION AND RESULTS

### Objective One: Identify the Dominant Social Media Platforms used for Advertising Satchet Garri

**Table 4.1.1: Dominant Social Media Platforms used for Advertising Satchet Garri**

Dominant social media platforms used for advertising satchet garri	SA	A	D	SD	TOTAL	WMS	RMK
Facebook is the dominant social media used for advertising satchet garri	98	121	57	55	996	3.0	Accepted
Instagram is the dominant social media used for advertising satchet garri	31	52	121	127	649	2.0	Rejected
Twitter is the dominant social media used for advertising satchet garri	73	138	79	41	905	2.7	Accepted
YouTube is the dominant social media used for advertising satchet garri	69	109	122	31	878	2.7	Rejected
WhatsApp is the dominant social media used for advertising satchet garri	73	138	79	41	905	2.7	Accepted

The data in table 4.1.1 indicated that Facebook, Twitter, YouTube and WhatsApp were the dominant social media used in the advertising satchet garr.

**Objective Two: Find Out the Level Awareness of Satchet Garri Advertised on Social Media by Rivers State residents**

**Table 4.1.2: Level Awareness of Satchet Garri Advertised on Social Media by Rivers State Residents**

Level of Awareness of Satchet Garri Advertised on Social Media by Rivers State Residents	SA	A	D	SD	TOTAL	WMS	RMK
I am exposed to social media advertising on satchet garri at least twice every day	117	98	89	61	1001	2.7	Accepted
I am exposed to social media advertising on satchet garri at least every day	133	104	59	69	1031	2.8	Accepted
I am exposed to social media advertising on satchet garri at least twice every week	48	71	109	137	760	2.0	Rejected
I am exposed to social media advertising on satchet garri at least twice every week	52	69	149	95	808	2.2	Rejected
I am exposed to social media advertising on satchet garri at least bi-weekly	63	81	99	122	814	2.2	Rejected

The data on 4.1.2 table showed that the level of awareness of satchet garri advertised on social media by Rivers State residents is very high.

**Table 4.1.3: Purchase Appeal of Social media Advertised Satchet Garri among Rivers State Residents**

Purchase Appeal of Social Media Advertised Satchet Garri	SA	A	D	SD	TOTAL	WMS	RMK
The drama used on social media advertised satchet garri appeals Rivers State residents	141	129	51	44	1097	3.0	Accepted
The dance during social media advertised satchet garri appeals Rivers State residents	156	122	41	46	1118	3.0	Accepted
The songs used in the social media advertised satchet garri appeals Rivers State residents	108	131	93	33	1044	2.9	Accepted
The demonstration used on social media advertised satchet garri appeals Rivers State residents	59	81	112	113	816	2.2	Rejected

The data on table 4.1.3 indicated that drama, dance and songs used during the advertisement of satchet garri contribute to what appeal the consumer to purchase satchet garri.



## RESULTS AND DISCUSSIONS

### **Research Question 1: What are the dominant social media platforms used for advertising satchet garri?**

The study investigated influence of social media advertising on purchase of satchet garri by residents of Rivers State and found that Facebook, Twitter, YouTube and WhatsApp were the dominant social media used in the advertising satchet garri. The finding is relation with the findings of other scholars. For instance, Ali et al (2016) found that social media advertising on especially Facebook plays a significant role in influencing how customers see a company's goods and services. Organisations in developing economies use Facebook, a well-known social media site (Olotewo, 2016). Facebook was found to be the most popular platform by Otugo, Uzuegbunam, and Obikeze (2015), both among users and advertising. In Nigeria, businesses mostly utilise Facebook and Twitter as commercial advertising platforms, posting updates about their goods and purposes (Nyekwere et al 2014). Also, the enormous amount of data produced on the internet had a big impact on how consumers perceive a company. Social media platform like WhatsApp and Twitter as marketing strategy or tool to improve businesses (Olukolajo, Ojo & Akinwamide 2015). The use of social media for advertising also increased brand recognition among consumers because the majority of them regularly use smartphones (Ali et al, 2016). Social media platforms provide companies the ability to customise their advertising needs and more successfully connect with their target markets (Sisira, 2011). The theory conforms the realities of the Technological determinism theory. The theory assumes that the primary driver of society's transformation to shape how society functions and, as a result influences how people think, feel and behave as we move from one technology age to another (Da-Costa, Ganaa and Apeakoran 2021).

### **Research Question 2: What is the level of awareness of satchet garri advertised on social media by Rivers State residents?**

The study observed that level of awareness of satchet garri advertised on social media by Rivers State residents is very high. The finding is related to the finding of Otugo et al (2015) and others. Otugo et al (2015) had discovered that young people had a strong knowledge of social media advertising, especially on Facebook. The finding of Okwendu and Ekerete (2001) showed that the objectives of advertising vis-à-vis; increasing demand and customers' knowledge of the goods and to boost profitability in a less obvious manner by fostering goodwill towards the company and boosting employee morale. According to Anyanwu et al. (2018), a significant portion of the respondents were exposed to brand advertisements on internet stores. The implication of this, is that, youth are affected by social media advertising and are positive about the ads, although, the response to the advertising messages by youth is not automatic as anticipated by advertisers (Adalabu, 2015). Additionally, students are aware of online advertisements, and as a consequence, a sizable portion of the public purchases the items (Ajaero et al 2017). Many people are aware of internet marketing, particularly young people (Akagwu & Nehemiah, 2017).

Businesses using social media advertising may interact with their audience on a variety of levels, including a personal one (Adebuyi et al, 2015). Hence, the choice of social media advertising brings more knowledge about the product and improvement of the business as well as collaborative marketing with other business or firm (Adelabu, 2015). The awareness programmes of e-commerce and e-business support packages for small and medium-scale enterprise (MSMES) in developing countries especially, Nigeria (Duncomb & Heeks, 2005). The finding however, contradicts the findings of Akpan and Epepe (2019) and others. Akpan and Epepe (2019) discovered that small businesses in the states of Anambra and Abia had a poor knowledge of web advertising.

**Research Question 3: What is the purchase appeal of social media advertised satchet garri among Rivers State residents?**

The results also showed that drama, dance and songs used during the advertisement of satchet garri contribute to what appeal the consumer to purchase satchet garri. The finding is related with the findings of Akwasi (2014) and others. Akwasi (2014) shown that although advertising had a considerable impact on consumers' costs for cosmetics, income or available pocket money had a larger effect on the purchase of cosmetics. It is surprising how powerful advertising can be in influencing people's thoughts, swaying fate, and persuading people. Markets may be altered, and profit margins can be increased (Naidoo, 2011). According to Oluba (2005), advertising has the power to pique consumers' curiosity and desire but cannot coerce them into making an unwelcome purchase. Ibrahim (2008) found that television advertising had a significant impact on how consumers made decisions about what to eat. A higher frequency of advertisements resulted in a stronger advertising impact. On the other hand, the hypothesis that at least three exposures are necessary to significantly affect consumers was refuted (Joseph, 1982).

The finding contradicts the finding of Okolo et al (2018). Okolo et al (2018) had found that online or social media advertising much influences on consumer knowledge of UBA goods' brands. It also showed that there is no discernible impact of internet advertising on the purpose conduct of consumers. The finding resonate the Diffusion and Innovation theory used in the study. In Diffusion of Innovation Theory, Rogers recognised numerous elements that influence an innovation's adoption, considering the innovation's comparative benefit over present alternatives, its suitability for current beliefs and practises, its complexity, and its trialability (i.e. the ability to test the innovation before fully adopting it). The theory conforms the realities of the Technological determinism theory. The theory assumes that the primary driver of society's transformation to shape how society functions and, as a result influences how people think, feel and behave as we move from one technology age to another (Da-Costa, Ganaa and Apeakoran 2021).

**CONCLUSION**

The study investigated influence of social media advertising on purchase of sachet garri by residents of Rivers State and concluded that the dominant social media platforms used for the advertising of satchet garri include Facebook, Twitter, YouTube and WhatsApp. These advertised are often done with drama series, songs and dances. The advertisement contributed to the high awareness of satchet garri among Rivers State resident. This led to the positive perceptive they have on social media advertised satchet garri and subsequent purchase.

**RECOMMENDATIONS**

The study investigated influence of social media advertising on purchase of sachet garri by residents of Rivers State and recommended that:

- 1) Rivers State residents should improve the exposure they have on social media platforms especially, Instagram and Telegram since the advertisement of satchet garri is also done on these platforms.
- 2) Rivers State residents should continue to sustain and increase the level of awareness on social media advertising of satchet garri. .
- 3) Rivers State residents should understand that demonstration of garri is part of social media advertising of satchet garri.

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